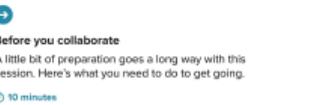




Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

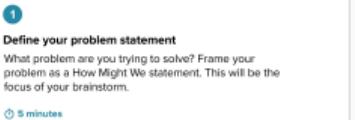
- ⌚ 10 minutes to prepare
- ⌚ 1 hour to collaborate
- 💡 2-8 people recommended



before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes



Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

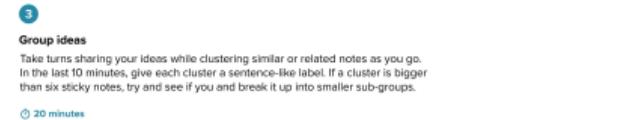
④ 5 minutes



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Write down any ideas that come to mind that address your problem statement.

20 minutes



Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

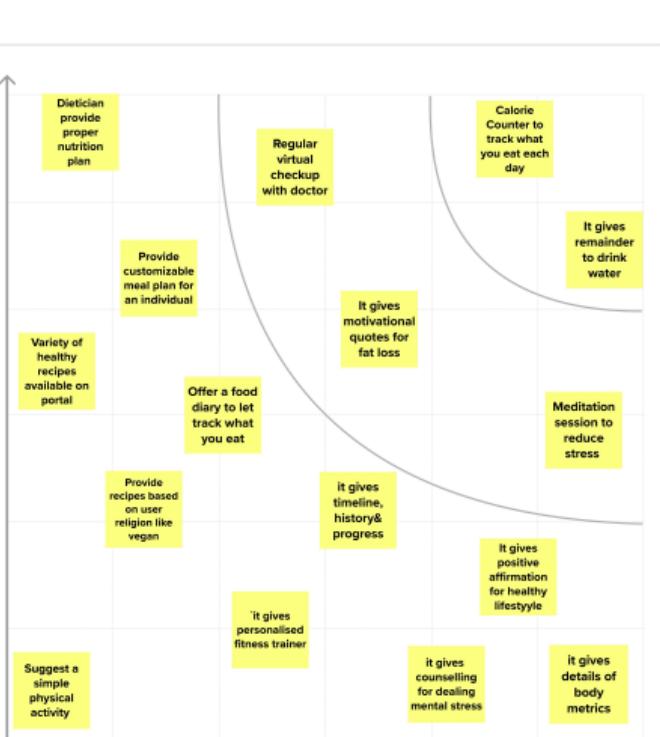
① 30 minutes



Prioritization

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

① 30 minutes



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